

CLAIMS

1. Use of a carboxymethyl cellulose (CMC) for preparing fruit-based products, wherein the CMC is characterized by forming a gel at 25°C after high-shear dissolution in a 0.3 wt% aqueous sodium chloride solution, the final content of the CMC in the aqueous sodium chloride solution being 1 wt% for a CMC having a degree of polymerization (DP) of >4,000, 1.5 wt% for a CMC having a DP of 3,000-4,000, 2 wt% for a CMC having a DP of 1,500-<3,000, and 4 wt% for a CMC having a DP of <1,500, the gel being a fluid having a storage modulus (G') which exceeds the loss modulus (G'') over the entire frequency region of 0.01-10 Hz when measured on an oscillatory rheometer operating at a strain of 0.2.
2. Use according to claim 1, characterized in that the CMC has a Brookfield viscosity of more than 9,000 mPa.s after high-shear dissolution in a 0.3 wt% aqueous sodium chloride solution, the final content of the CMC in the aqueous sodium chloride solution being 1 wt% for a CMC having a degree of polymerization (DP) of >4,000, 1.5 wt% for a CMC having a DP of >3,000-4,000, 2 wt% for a CMC having a DP of 1,500-3,000, and 4 wt% for a CMC having a DP of <1,500.
3. Use according to claim 1 or 2, characterized in that the pH of the fruit-based product is between 1 and 6.
4. Use according to claim 1, 2 or 3, characterized in that the CMC has a DP of 1,500 or more.
5. Use according to claim 4, characterized in that the CMC is prepared from linters cellulose or wood cellulose.
6. Use according to any one of claims 1-5, characterized in that the CMC has a DS of 0.6 to 1.2.

- 5 7. Use according to any one of claims 1-6, characterized in that the fruit-based product is a jam, a fruit preserve, a pie filling, a fruity sauce, a fruity filling in bakery products, a fruit-based topping, a beverage comprising fruit, a jelly or a sweet.
- 10 8. Use according to any one of claims 1-6, characterized in that the CMC is used in combination with pectin, carrageenan, starch, alginate, xanthan, konjac, locust bean gum, guar gum, or food protein.
9. Use according to any one of claims 1-8, characterized in that the CMC is used in an amount of 0.05 to 1.5 wt%, based on the total weight of the fruit-based product.